



# Virginia Green Events



## Profile:



## Soccer for Nature III

Baron Cameron Park, Reston, Virginia  
August 2, 2009

**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize the event's impacts on the environment. This event has met the established "core activities" for *Green Events* and has committed to communicate its activities to its participants. Below is a list of this event's "green" activities that participants can expect.

### Soccer for Nature III

"Soccer for Nature III is a one day event being held at Baron Cameron Park in Reston. There will be 200 players. A portion of the funds from Sports for Nature events go directly to the participating environmental organizations. Their logo issued on all promotional materials so they not only obtain a financial reward, but also publicity to further their cause."

**Green Statement:** "Promoting conservation through sports. Sports + Environment = Healthier people in a healthier world. We want to help effective environmental organizations protect land, waters, animals and plants around the world and in our backyard."

**Virginia Green Activities.** When visiting Soccer for Nature III, you can expect the following practices:

### CORE ACTIVITIES for Green Events

- ☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage.
  - Aluminum Cans, Glass, Plastic Bottles, Cardboard & Paper
  - All sponsor banners and materials are reused
- ☒ **No Styrofoam.** Events should eliminate the use of Styrofoam cups and plates. If you must use disposables, use products that are bio-based, paper, or recyclable.
  - Disposable cups, containers and cutlery are recyclable.
- ☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible!
  - Use electronic registration, correspondence and forms
  - Print brochures and other printed items on recycled content paper
  - Two sided copying.
  - Purchase and use all paper products with high recycled-content
  - Marketing pre-event done via email
  - All communications post event done via email as well



- ☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event.

- Encouraging exhibitors and vendors to minimize wastes and provide for recycling of boxes and other set up wastes.
- Encourage the use of mass-transit, walking, bike riding or carpooling to your event.
- Serve water in pitchers and glassware instead of bottles, consider bulk sodas, etc
- Avoid box lunches – trays/platters are much less wasteful
- All materials are reused or recycled

☒ **Green Signage.** Event planners must commit to **tell their participants about *how green*** the event is. Event signage should include the *Virginia Green* logo and list all “green activities” practiced in the planning and operation of the event.

- Posted web-link to the Virginia Green Events webpage
- Create a green event section on your event’s webpage highlighting all of your green activities
- Post signs at registration which lists all green activities
- Use the Virginia Green logo on signs and at recycling centers

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For more information on **Soccer for Nature III**, see [www.sportsfornature.com](http://www.sportsfornature.com) or contact Jorge Morera at [jmorera@thegreenbusinessworld.com](mailto:jmorera@thegreenbusinessworld.com) .

For more information on **Virginia Green** program, see [www.deq.virginia.gov/p2/viriniagreen](http://www.deq.virginia.gov/p2/viriniagreen). Click on “Events” for a more of green events.



**Virginia Green** is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

